



# Video Making 101

## DO

### Make a plan

*Storyboarding shapes your vision;  
time spent upfront saves time in the end*

### Use captions and subtitles

*Silent video viewing is on the rise*

### Backup your video

*Save raw footage separate from edits*

### Keep it short and concise

*Videos 2 minutes or less get more views*

### Use a tripod

*Shaky videos are NOT cool*

### Think about the end platform

*Landscape or square: Instagram videos need to  
be shorter than those for Facebook;*

### Use free online resources

*Stock videos, music, sounds, &  
video in the public domain*

## DON'T

### Record without a script

*Pace, tone and words  
should match the video*

### Shoot with bad lighting

*Choose bright areas, avoid backlighting  
& direct overhead spotlighting*

### Forget your brand

*Consistently use your logo, name, etc.*

### Record in a noisy place

*Background noise affects  
viewing experience*

### Forget about your audience

*Who is the intended audience*

### Be too static

*Vary shots, persons, and music*

### Jump Around

*Avoid constant zooming & moving*

## Types of video:

Promotional, explainer, trainer, news, interviews, storytime, series,  
book reviews, book trailers, behind the scenes, fun, thank you, unboxing, webinars